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**IN THE CLAIMS**

Please amend the claims as follows:

1-71. (Cancelled)

72. (Previously presented) A method performed by a server, the method comprising:

    parsing a provided template according to a markup language, the template including a start tag comprising an attribute value, parsing being performed to determine a value name from the attribute value by identifying a set of elements that form a unique key, wherein the set of elements include a group name, a subgroup name, and a sequence element;

    forming the unique key comprising the value name;

    retrieving a value from a data store using the unique key;

    substituting the retrieved value from the data store for the set of elements forming the unique key in the markup-language template;

    preparing a data object comprising a portion of the template after substituting the value from the data store that was retrieved using the unique key for at least the attribute value; and

    providing the data object to a client of the server.

73. (Previously presented) The method of claim 72, further comprising:

    parsing a message received from the client, the message comprising the key and an update value; and

    updating the store in accordance with the update value at a record accessed in accordance with the key.

74. (Previously presented) The method of claim 73, wherein the markup language is consistent with XML.

75. (Previously presented) The method of claim 74, wherein the key comprises first indicia identifying a group of records of the store, second indicia identifying a subgroup of the group, and third indicia identifying a record of the subgroup.

76. (Previously presented) The method of claim 75, wherein:

the record comprises a first field, a second field, and a third field, wherein the first field comprises a first value, the second field comprises a second value; and the third field comprises a third value; and

the key comprises the first value, the second value, and the third value.

77. (Previously presented) The method of claim 75, wherein the key comprises a result of concatenation of the first indicia, the second indicia, and the third indicia.

78. (Previously presented) The method of claim 77, wherein the message further comprises a parameter name and a parameter value, the parameter name comprising the key.

79. (Previously presented) The method of claim 78, wherein:

the store comprises a plurality of value names and a corresponding plurality of named values;

the value name is a member of the plurality of value names; and

the step for updating further comprises a step for assigning the update value as the named value corresponding to the value name.

80. (Previously presented) The method of claim 79, wherein:

parsing to determine the value name comprises parsing the attribute value according to the markup language to determine a second start tag and a second attribute value; and

the value name is determined in accordance with the second attribute value.

81. (Previously presented) The method of claim 80, wherein parsing to determine a value name comprises:

parsing the attribute value according to the markup language to determine a second start tag;  
and

parsing the second start tag to determine a second attribute value, a third attribute value, and a fourth attribute value; wherein the value name is determined in accordance with the second attribute value, the third attribute value, and the fourth attribute value.

82. (Previously presented) A computer readable medium having instructions stored thereon that, when executed by a suitably programmed information processing system, cause the system to perform a method comprising:

parsing a provided template according to a markup language, the template including a start tag comprising an attribute value, parsing being performed to determine a value name from the attribute value by identifying a set of elements that form a unique key, wherein the set of elements include a group name, a subgroup name, and a sequence element;

forming the unique key comprising the value name;

retrieving a value from a data store using the unique key;

substituting the retrieved value from the data store for the set of elements forming the unique key in the markup-language template;

preparing a data object comprising a portion of the template after substituting the value from the data store that was retrieved using the unique key for at least the attribute value; and

providing the data object to a client of the server.

83. (Previously presented) A server comprising:

means for parsing a template according to a markup language, the markup language having a start tag comprising an attribute value, parsing being performed to determine a value name from the

attribute value by identifying a set of elements that form a unique key, wherein the set of elements include a group name, a subgroup name, and a sequence element;

means for forming the unique key comprising the value name;

means for retrieving a value from a data store using the unique key;

means for substituting the retrieved value from the data store for the set of elements forming the unique key in the markup-language template;

means for preparing a data object comprising a portion of the template after substituting the value from the data store that was retrieved using the unique key for at least the attribute value; and

means for providing the data object to a client of the server.

84. (Previously presented) The server of claim 83, further comprising:

means for storing a record;

means for receiving a message comprising a key and an update value; and

means for updating the record accessed in accordance with the key.

85. (Previously presented) The server of claim 84, wherein the markup language is consistent with XML.

86. (Previously presented) The server of claim 85, wherein the key comprises first indicia identifying a group of records of the means for storing, second indicia identifying a subgroup of the group, and third indicia identifying one record of the subgroup.

87. (Previously presented) The server of claim 86, wherein:

the record comprises a first field, a second field, and a third field, wherein the first field comprises a first value, the second field comprises a second value; and the third field comprises a third value; and

the key comprises the first value, the second value, and the third value.

88. (Previously presented) The server of claim 87, wherein the key comprises a result of concatenation of the first indicia, the second indicia, and the third indicia.

89. (Previously presented) The server of claim 88, wherein the message further comprises a parameter name and a parameter value, the parameter name comprising the key.

90. (Previously presented) The server of claim 89, wherein:

the means for storing comprises a plurality of value names and a corresponding plurality of named values;

the value name is a member of the plurality of value names; and

the means for updating further comprises means for assigning the update value as the named value corresponding to the value name.

91. (Previously presented) The server of claim 90, wherein:

the means for parsing to determine a value name comprises means for parsing the attribute value according to a markup language to determine a second start tag and a second attribute value; and

the value name is determined in accordance with the second attribute value.

92. (Previously presented) The server of claim 91, wherein the means for parsing to determine a value name comprises:

means for parsing the attribute value according to a markup language to determine a second start tag; and

means for parsing the second start tag to determine a second attribute value, a third attribute value, and a fourth attribute value; wherein the value name is determined in accordance with the second attribute value, the third attribute value, and the fourth attribute value.

93. (Previously presented) A computerized method comprising:

composing, by a computer, a page to be sent via a network, the page comprising:

a start tag comprising an attribute value, the attribute value comprising a value name; and

at least one named value recalled from the record of the store;

decomposing, by a computer, a message received via the network, the message comprising indicia of the value name and a replacement value; and

updating, by a computer, the named value of the record in accordance with the replacement value, wherein updating comprises accessing the record in accordance with the indicia of the value name.

94. (New) A method performed by a server, the method comprising:

parsing a provided template according to a markup language, the template including a start tag comprising an attribute value, parsing being performed to determine a value name from the attribute value by identifying a set of at least three elements that form a unique key;

forming the unique key comprising the value name;

retrieving a value from a data store using the unique key;

substituting the retrieved value from the data store for the set of elements forming the unique key in the markup-language template;

preparing a data object comprising a portion of the template after substituting the value from the data store that was retrieved using the unique key for at least the attribute value; and

providing the data object to a client of the server.